

REPT4D
90/01/23

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 89
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST :612-WASHINGTON

001-AGRI & FOOD PRODUCTS & SERVICE
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

EXPAND DIST/BROKER NETWORK& QUALIFY DIST INT IN CDM FOOD/BEV
PROVIDING CDM COMP WITH INCREASINGLY RELIABLE CONTACT BASE

FOR DISTRIBUTION IN TERRITORY.

WINE TASTING FOR LOCAL DIST/IMPORTERS, RETAILERS.
INCREASE POTENTIAL FOR DISTRIBUTION OF SALES IN LUCRITIVE

WASHINGTON MARKET PLACE.

AGRICULTURE MACH,EQUIP,TOOLS

DEVELOP & INCREASE DATA BASE FOR AGENTS/DISTRIBUTORS
ENHANCED MARKET PENETRATION

INCREASED TRADE SHOW ATTENDANCE
TO GENERATE MORE EFFECTIVE BUYING CONNECTIONS

VISIT PROGRAM TARGETTED AT DISTRIBUTORS

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 Assistance to 10 Canadian cos and 26 U.S.
importers seeking buyer/supplier connections.
Liaised with US For. Ag.Service and obtained
ANUGA'89 U.S. exhib.list to aid B.C. Min. Ag.
in promoting Food Pacific '90 thru on-site hosp.

Continued enlightenment for Cdn cos on market
trends and distribution. Excellent contacts for
B.C. provincial govt to promote B.C. food mfrs
and major food show in province next summer.

QUARTER: 2 Liaison with Ont.Min. Ag&Food at Natl Candy
Wholesalers Show-4 participating Ont. exhibitors
Natural Foods industry guide purchased. Planning
for Ont. Food Show at Embassy Jan 1990 and NS at
East-South Rest/Hosp. Show March 1990.

26 sourcing inquiries actioned.
Buying connections and marketing
assistance to 11 Canadian food and ag. suppliers
Market research provided to 2 provincial govt
ag. depts.

QUARTER: 3 -----

QUARTER: 4 -----